

Message Text

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PAGE 01 TAIPEI 02750 190834Z

15

ACTION COME-00

INFO OCT-01 EA-06 ISO-00 EB-07 USIA-06 /020 W

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R 190807Z MAY 75

FM AMEMBASSY TAIPEI

TO SECSTATE WASHDC 5224

INFO USLO PEKING

AMCONSUL HONG KONG

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E.O. 11652: N/A

TAGS: BEXP, BTRA, TW

SUBJECT: FOREIGN BUYER PROGRAM: U.S. TRADE SHOWS

REF: A) STATE 112031, B) STATE A-517, C) USLO PEKING 320

1. AN IMPORTANT PROJECT CONTAINED IN FY 1976 CCP FOR THE ROC IS TO WORK CLOSELY WITH CHINA EXTERNAL TRADE DEVELOPMENT COUNCIL (CETDC) AND TRADE AND MANUFACTURERS ASSOCIATIONS IN ORGANIZING GROUPS OF BUSINESSMEN TO TRAVEL TO U.S. UNDER FOREIGN BUYER PROGRAM TO ATTEND MAJOR TRADE SHOWS AND EXHIBITIONS. THUS, UPON RECEIPT OF A-517, EMBASSY NOTIFIED CETDC AND ASSOCIATIONS OF EVENTS SCHEDULED FOR 1976 AND EMBASSY PLANS TO ALSO PUBLICIZE THOSE EVENTS THROUGH COMMERCIAL NEWSLETTER, INDUSTRY CALLS, AND ARTICLES AND PRESS RELEASES IN NEWS AND INDUSTRY MEDIA.

2. SINCE FIRST EVENT (CHICAGO NATIONAL HARDWARE SHOW) DOES NOT TAKE PLACE UNTIL LATE AUGUST 1975, EMBASSY HAS NOT YET RECEIVED INFORMATION ON WHO MIGHT BE GOING FROM ROC TO THAT OR SUBSEQUENT EVENTS. EMBASSY WILL SUBMIT SUCH INFORMATION WHEN RECEIVED.

3. OF FIVE EVENTS MENTIONED BY USLO PEKING FOR PROMOTION, NATIONAL EXPOSITION FOR FOOD PROCESSORS (JANUARY 1976) COULD CAUSE TWO-CHINA PROBLEM IF PRC

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PARTICIPATES. THIS PRODUCT CATEGORY IS ONE OF MAJOR

TARGET INDUSTRIES SCHEDULED FOR PROMOTION IN FY 1976
CCP AND EMBASSY IS PLANNING MAJOR EFFORT TO PUBLICIZE
EXPOSITION AND TO ORGANIZE VISIT OF ROC BUYERS.
POPPLE

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